

LEADING THE WAY THROUGH THE 21ST CENTURY
**SHOPPING CENTER
BUSINESS**

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Mixed-Use Is Mainstream

Profiles of mixed-use cite different projects in all areas of the country.

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From small towns to big cities, mixed-use projects are going up everywhere as developers and municipalities try to maximize land use. Mixed-use has caught on as a property type that satisfies a lot of needs in a relatively small amount of space. In our pages, we have covered more than 150 mixed-use projects so far during 2007. Mixed-use is more than a trend; it is the future of retail. The following pages depict everything from malls converting to mixed-use to new, ground-up mixed-use developments to give you a feel for what is taking place across the country.

Natick Collection

Natick, Massachusetts

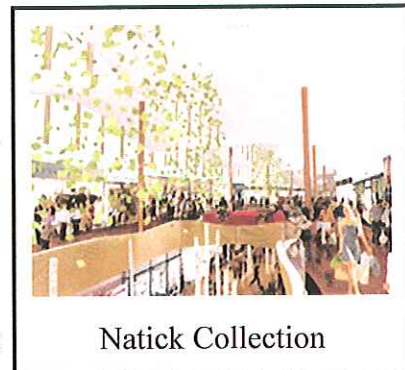
In Natick, Massachusetts, General Growth Properties has redeveloped the former Natick Mall, which was built in 1966.

The project now features 1.7 million square feet of retail space, and it will have a total of 215 residential condominiums. The grand opening for the retail component was in September, and the residential component will open in summer 2008. Future plans call for a high-rise hotel on the site.

Natick Collection is the largest mall in New England, featuring 270 retail stores, including the first Nordstrom in Massachusetts. Other retailers include JC Penney, Lord & Taylor, Macy's, Sears, Neiman Marcus, Louis Vuitton, Gucci, Ralph Lauren, Burberry, Tiffany and Kate Spade. Restaurants include The Cheesecake Factory, Sel de la Terre, Metropolitan Bar & Grill, Finale Desserterie and California Pizza Kitchen.

Residents of Nouvelle at Natick will have access to Bosse Nouvelle, an on-site fitness center operated by Bosse Sports; Parc Nouvelle, a private 1.2-acre roof garden featuring a boardwalk and two putting greens; and Club Nouvelle, which features a library, multi-media screening room, billiards, private dining room and a wine bar with a piano lounge.

ADD Inc. is the architecture firm for the residential component; Beyer Blinder Belle was the architecture firm for the retail component. Dimeo Construction Company is the general contractor for both. Otis & Ahearn is the sales and marketing consultant for the residential component.



Natick Collection